

## Introduction

Corridors serve several functions. Most corridors are passageways, means of traveling from one destination to another. But corridors are also a marketing tool and a source of community pride. The City of Kerrville has a number of significant and well-traveled corridors. Kerrville also has a signature river corridor in the Guadalupe River that is a key element of local image and identity. Each corridor has the capacity to leave a lasting impression on both residents and visitors.

The Corridor Design Link focuses on improving the functional and aesthetic traits of the community's corridors. This Link relies upon information gathered during public meetings, field investigation, and through coordination with the Comprehensive Plan Advisory Committee (CPAC) to identify the goals, objectives, policies and actions.

The Corridor Design element consists of two parts:

1. Issues regarding Kerrville's corridors; and,
2. Goals, objectives, policies and action statements.



*Tranquility Island in Louise Hays Park.*

## Issues

Area residents and the Comprehensive Plan Advisory Committee (CPAC) identified the following issues:

1. **Protection and Enhancement of the Guadalupe River.** The Guadalupe River is a natural resource that must be protected because it is the centerpiece of the community, a symbol of Kerrville's quality of life and a major source of water for the region.
2. **Enhanced Functionality and Safety of Corridors.** The major street corridors in Kerrville present a dilemma of balancing traffic movement and land access with appearance and safety.
3. **Improved Appearance and Character Development of Corridors and Gateways.** First impressions are often created by the initial image that a person sees of a community. To best address appearance and character, the corridors can be divided into several categories, including "established," "transitional," "developing" and "scenic" pathways (as defined later in this Link). Gateways and defining intersections are essential in cultivating a desirable image.

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*"Although there is more to this City than its natural resources and appearance, the attraction and servicing of visitors constitutes one of its leading economic activities. The impressions of the visitors and investors of the City of Kerrville determine the success or failure of its economic future."*

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**City of Kerrville**  
Ordinance No. 85-59, Sign  
Regulations

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**Alternative modes:**

- Walking
  - Bicycling
  - Roller blades
  - Wheel chairs
  - Golf carts
  - Kayaks
  - Canoes
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**Guadalupe River Corridor** is that area shown on the Future Land Use Plan and those tributaries feeding into the River.

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4. **Increased Alternative Modes of Transportation Use of Corridors.** Neither major street corridors nor the Guadalupe River Corridor are equipped with adequate facilities to generate and sustain this type of traffic.

## Goals, Objectives and Action Statements

Goals, objectives, policies and action statements for the Corridor Design element reflect the identified issues. The following represent a summary of the goals for the Corridor Design element:

- Goal 9.1: Preserve and protect the Guadalupe River Corridor to maintain its environmental and aesthetic integrity and enhance its value as a pathway and recreational resource.
- Goal 9.2: Maximize functionality and safety of the streetscape of major corridors throughout Kerrville by improving efficiency and eliminating potential hazards.
- Goal 9.3: Ensure that Kerrville's major corridors and gateways provide an impression of attractiveness, cohesion and pride in the community that is distinctive to Kerrville.
- Goal 9.4: Create corridors that are inviting to pedestrians and other modes of transportation beyond the automobile.
- Goal 9.5: Develop the resources necessary to implement corridor design goals and objectives.

This Link defines the Corridor Design goals, objectives, policies, and action statements related to the identified issues. Future land use decisions should be made on the basis of satisfying one or more of the community's corridor design goals or objectives.

### **Goal 9.1: Preserve and protect the Guadalupe River Corridor to maintain its environmental and aesthetic integrity and enhance its value as a pathway and recreational resource.**

**Objective A:** Eliminate negative environmental and aesthetic impacts upon the Guadalupe River Corridor (refer to Figure 3.2, Future Land Use Map).

**Objective B:** Preserve and protect the Guadalupe River as a water source, as well as a source of beauty and recreation.

**Policy:** *Utilize public and private resources to protect the integrity of the Guadalupe River Corridor.*



- a. Tie riverfront development into the trail system through private access that blends with the system.

*Action 9.1.1: Encourage desirable development along the Guadalupe River Corridor and require riverfront development to address and embrace the river.*

- a. Development along the River Corridor will be limited to those tourist, visitor and recreation uses.
- b. Restrict the uses permitted along the River Corridor to eliminate those that offer potential negative impacts to the environment or the aesthetic character of the corridor.
- c. Develop site standards for uses seeking to locate along the River Corridor (examples including building orientation; height, mass and bulk; materials; setback; access to the river; etc.), designed to eliminate negative impacts upon surrounding sites and the riverfront.
- d. Require uses to be oriented to the river, tributaries, and the street.
- e. Design riverfront sites and structures for compatibility with the “boardwalk” concept in the Central City Element in Link 7.
- f. Ensure that materials utilized for construction blend into the natural environment, as well as with surrounding riverfront development. Use non-reflective metal and glass to complement native stone and wood exterior materials.
- g. Screen roof and ground-mounted mechanical equipment.
- h. Limit signage along the riverfront to business signs mounted on the establishment or in accordance with a designated theme.
- i. Preserve historic and culturally significant structures along the riverfront.

*Action 9.1.2: Establish enhanced landscape standards along the River Corridor.*



*Riverside Nature Center orients itself to the Guadalupe River.*



*Landscaping along Francisco Lemos Street.*



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## **Road Corridors:**

**Established –**  
Established corridors are substantially developed and maintain a high level of economic or social activity.

*Sidney Baker Highway beginning at the north edge of Central City and extending to the intersection with Interstate 10, and Main Street/Junction Highway traveling west from Central City toward the city limits are examples of established corridors, designed almost exclusively for automobiles.*

*While both corridors serve a commercial need and prosper, neither is maximizing its economic potential or its positive impact upon the community.*

*Neither corridor offers a strong sense of character or a concept of arrival into Kerrville. Since the streetscape is established, change will require more than creating better regulation for new activity.*

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- a. *Develop standards for landscaping, (including location, number, type, size,) and design in using approved planting lists.*

*Action 9.1.3 Expand opportunities for the general public to access and utilize the Guadalupe River corridor.*

- a. Incorporate an environmentally sensitive trail system along the Guadalupe River that will increase use of the river as a recreational amenity (refer to Link 8 – Parks and Recreation).
- b. Utilize trails to connect major features along the watercourse, including Louise Hays Park and Tranquility Island, historic downtown and the Central City area, the River Nature Center, the Kerr County Park, Kerrville-Schreiner State Park, and Schreiner University.
- c. Incorporate additional opportunities for pedestrian bridges across the Guadalupe River, designed to be safe, yet allowing unimpeded flow during flooding.
- d. Increase public access points to the river corridor, including entry points within Central City (including examples like Butt-Holdsworth Library, Sidney Baker Bridge, Arcadia Theatre, One Schreiner Center), and 1,200 to 1,500 feet along the remainder of the corridor.
- e. Incorporate existing bikeways and access points into the trail system.

*Action 9.1.4: Protect the Guadalupe River from the negative environmental impacts of poor site design and site pollution.*

- a. Increase requirements for protection from runoff and erosion of construction projects within a designated influence area of the river.
- b. Encourage site design that utilizes landscaping and other natural features to minimize and filter runoff.
- c. Ensure ample trash receptacles at sites along the River corridor and its tributaries to allow for proper trash disposal and containment.



*Action 9.1.5: Reduce impacts upon the Guadalupe River that negatively increase nutrient levels.*

- a. Monitor entry of nitrogen and phosphorus into the river and report findings regularly.
- b. Eliminate or drastically reduce area dependency upon septic systems, particularly those adjacent to the city within the ETJ, that permit untreated discharges to enter the Guadalupe River.
- c. Reduce unfiltered urban and agricultural runoff.
- d. Utilize technologies available to address the effluent discharged as a result of wastewater collection and treatment.
- e. Expand programs that reduce the amount of discharge sent to the Guadalupe River, such as the sale of effluent for purposes of irrigation.

*Action 9.1.6: Encourage acquisition of development rights within the floodplain to preserve and enhance the sensitive area surrounding the Guadalupe River Corridor.*

- a. Consider a program that will allow purchase of property within the floodplain for protection of the river.
- b. Develop conservation easements within the floodplain as an alternative to public acquisition of property.

## **Goal 9.2: Maximize functionality and safety of the streetscape of major corridors throughout Kerrville by improving efficiency and eliminating potential hazards.**

**Objective A:** Encourage design elements of the road corridors that promote efficiency, and limit expansive center turn lanes, overabundant access points and inefficient intersections.

**Objective B:** Establish a street-sign system that is easy to comprehend, both for vehicular traffic and pedestrians.

**Objective C:** Maximize efficiency in signage while also reducing visual congestion and clutter.



*Consistent commercial signage can enhance the cohesiveness of a corridor environment.*



*Consistent wall signs provide continuity while specifically advertising the business place.*



*Retail wall signs provide increased visibility along major corridors.*





**Policy:** *Revise design standards for the streetscape to create a more orderly and safe environment.*

**Action 9.2.1:** *Enhance sign controls in areas adjacent to major thoroughfares, collector roadways, residential neighborhoods, the Guadalupe River corridor, other highly visible areas, and along scenic byways.*



*Sidney Baker Street will require incentives to promote redevelopment in accordance with new standards.*

## **Road Corridors continued:**

**Transitional –**  
*Transitional corridors have roots as historical corridors but have become less used over time.*

*South Broadway beginning with Central City and extending toward the city limits meets this description.*

*This area offers little sense of character or entry.*

*This area may need additional incentives beyond corridor design standards to achieve its economic potential.*

- a. Establish public signage as an example and amend local sign regulations to place appropriate limitations on public signage.
- b. Coordinate design of public signage to blend with a predetermined theme for the major street corridors, such as Sidney Baker Street, Harper Road, Loop 534, Junction Highway/Broadway, Thompson Drive and Bandera Highway.
- c. Consider added signage restrictions in corridor overlay districts, including regulations pertaining to the location, number, type, style, material, color, lighting, size, and scale of signage, as well as distance between signs.
- d. Amend the City's sign ordinance to include provisions for submission of master signage plans for commercial centers.
- e. Require signage that visually blends with the site development and is not out of scale or character with the surrounding area.
- f. Consider relaxing size requirements for business owners willing to remove or replace nonconforming signs within a limited period of time.
- g. Consider financial incentives such as waived fees or small grants to owners willing to remove or replace nonconforming signs within a limited period of time.

**Action 9.2.2:** *Maximize the use of urban design techniques to create an effective system of way finding.*

- a. Develop a consistent sign system over signalized intersections.
- b. Incorporate informational kiosks into the streetscape to improve pedestrian traffic flow.



- c. Use “urban monuments” such as public art; gateways, fountains and plazas to further maximize visual orientation. Incorporate public and private visual and pedestrian linkages between Central City and the various corridors, particularly the Guadalupe River Corridor.

*Action 9.2.3: Implement “traffic calming” as discussed in the Transportation Link as a means of warning automobile traffic of the presence of children, the elderly and other pedestrians and bicyclists.*

- a. Encourage use of warning devices for safety (such as rumble strips, changes in street materials, signage) and use of bollards and landscaping near potential conflict points, such as major intersections and pedestrian walkways.
- b. Discourage the use of devices such as raised crosswalks, speed humps and chicanes that create physical speed impediments along major arterial roadways such as S.H. 16, S.H. 27 and Loop 534.
- c. Amend the City’s subdivision regulations to reflect the standards and development criteria identified for provision of traffic calming.

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**Bollards** mean set concrete posts to limit vehicular traffic areas like trail entrances and walkways.

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*Action 9.2.4: Establish access management standards as described in the Transportation Link.*

- a. Implement access management standards along major corridors to better manage the number of driveways and their location and spacing; street intersections and connections; medians and median openings; marginal access roads; traffic signal location and timing; turn lanes and acceleration/deceleration lanes; and, pedestrian and bicycle facilities.
- b. Coordinate with TxDOT for the design and rehabilitation of S.H. 27/Broadway between East Main and Water Streets to use corridor design standards (raised medians versus continuous turn-lanes, driveway access management, streetscape improvements, sidewalks and bicycle lanes), through a Resolution approved by the City Council.



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## **Road Corridors continued:**

### **Developing –**

*Developing corridors are not a “blank slate,” but they offer opportunities to address the streetscape before being fully developed.*

*These corridors take on a rural character as they stretch beyond the city limits.*

*Developing corridors include Loop 534, S.H. 173, S.H. 16 north of the intersection with Interstate 10 and also south of Central City, Holdsworth Drive as it is improved, and Thompson Drive.*

*These developing corridors provide entryways and also offer the opportunity to develop gateways.*

*Each corridor also intersects with established corridors to create “defining intersections” – points of significant interaction and opportunity to establish a sense of character.*

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- c. Amend the City’s subdivision regulations to reflect the standards and development criteria identified for provision of access management.

## **Goal 9.3 Ensure that Kerrville’s major corridors and gateways provide an impression of attractiveness, cohesion and pride in the community that is distinctive to Kerrville.**

**Objective A:** Ensure that the public sector acts as a role model for improvements, quality development and continued maintenance within corridors and at gateways, both in municipal infrastructure and buildings/facilities.

**Objective B:** Create an image of Kerrville at gateways and along major corridors that corresponds to the strengths and amenities of the community.

**Objective C:** Promote quality design along Kerrville’s corridors and at key gateways that supports a cohesive and aesthetic environment, while allowing for innovation and creativity.

**Objective D:** Protect existing corridors and gateways that already offer a positive and appropriate image of Kerrville.

**Policy:** *Make quality development, redevelopment and maintenance a public and private priority.*

**Action 9.3.1.** *Ensure that the public infrastructure comprising major corridors represents a high quality of development and visual appeal.*

- a. Require new construction and reconstruction to be of the quality and aesthetic caliber proposed for private development, including streets, sidewalks, parks, plazas, and public structures.
- b. Use alternative materials in street and sidewalk treatments, particularly at areas of interest and at defining intersections such as S.H. 16 and Interstate 10, Sidney Baker and Main Street, and Harper Road and Junction Highway.
- c. Maintain streets, sidewalks and other public infrastructure within the major corridors regularly. Ensure that funding is available for adequate maintenance and repair.





- d. Set aside capital improvement funds for character improvements along each of the major corridors, as prioritized by the City Council. Utilize traffic volumes as a basis for prioritization.
- e. Incorporate street furniture into the streetscape, including benches, bike racks, water fountains, kiosks, transit stations and newsstands similar to the Main Street District.
- f. Incorporate public art into major public improvement projects, particularly at key locations, such as gateways (particularly the gateway at Interstate 10 and Sidney Baker Street), defining intersections (such as the intersection of the Sidney Baker Bridge with the Guadalupe River), and other points of interest.

*Action 9.3.2 Incorporate landscape standards into the major street corridors of Kerrville.*

- a. Consider conversion of major streets such as Main Street and Sidney Baker Street into boulevards, where feasible, utilizing the center turn lanes as landscaped medians with controlled access.
- b. Add street trees and other vegetation to the major corridors (as space permits) to add color, texture, form and visual appeal, particularly when developed in coordination with a landscaped median.
- c. Investigate open spaces along corridors as potential sites for parks, plazas or other recreational purposes.

*Action 9.3.3: Improve the appearance and functionality of parking areas, loading areas, and other accessory uses along corridors.*

- a. Require parking areas to be placed to the rear and, if necessary, the side of structures, whenever feasible. Parking to the front of structures should be minimized.
- b. Maintain the street wall for parking lots that are adjacent to the street through use of landscaping, fences, walls, or a combination of these elements.



*Landscaped medians offer an opportunity to create public green space and soften the roadway environment while managing access.*



*Parking setbacks with berms and landscaping will improve the corridor's attractiveness.*



- c. Enhance perimeter landscape screening requirements for parking facilities adjacent to the street to reduce the negative appearance of such areas. Utilize a natural mix of vegetation, including shade trees to reduce thermal impacts and for visual appeal, low shrubbery to shield vehicle lights and bumpers, and floral plantings to add aesthetic appeal.
- d. Encourage enhanced vegetation within parking areas to greatly improve appearance and reduce thermal effects.
- e. Utilize appropriately designed landscaping islands and features in large parking lots to improve traffic circulation and safety.
- f. In parking lots that are adjacent to the street, promote the use of lighting standards that reflect existing lighting standards themes installed in the corridor.
- g. Place loading docks, dumpsters and similar accessory uses appropriately to remove them from both pedestrian and vehicular view.

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A **street wall** is the enclosure created by structures along a corridor. In downtown Kerrville, street walls begin at the edge of the sidewalk.

In less urban areas, structures are generally aligned at the setback line.

In most effective corridors, the street wall is an integral part of the streetscape.

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Action 9.3.4: *Develop and maintain the street wall along urban corridors.*

- a. Encourage development of structures closer to the street and along a minimized, but standard, setback that establishes a stronger sense of corridor "enclosure."
- b. Promote infill development along Transitional and Established corridors to aid in creating the corridor street wall.

Action 9.3.5: *Encourage architectural design that permits innovation and uniqueness, yet also complements surrounding structures and follows specific design standards.*

- a. Avoid construction of blank walls along public streets and in the vicinity of both primary and secondary access points to the community.
- b. Establish entryways into structures that appear both open and inviting.



- c. Develop consistency in design through use of a specific, but broad palette of Hill Country materials.
- d. Encourage renovation of existing structures to conform to design requirements.

**Action 9.3.6:** *Improve the visual environment along major street corridors, particularly at significant gateways into the community and defining intersections, by relocating or burying overhead power and utility lines where practical and feasible.*

- a. Establish a partnership with local utility providers to determine the cost, timing and feasibility of relocating overhead lines underground or to the rear of structures along corridors.
- b. Conduct “under grounding” projects simultaneously with other utility or street work incorporate the costs into these projects.
- c. In instances where under grounding is cost prohibitive, implement alternative methods of reducing the visual impact of overhead wires, such as consolidating wires on a single side of the road, utilizing heavier cable and stronger poles to reduce the number of wires and poles needed, or erecting poles that are better integrated into improved design.

**Action 9.3.7:** *Protect views along scenic byways that add to the character of Kerrville and the particular corridor.*

- a. Designate specific items of interest for preservation along each corridor, such as specific ridgelines, open spaces, creek beds, or views into neighborhoods.
- b. Encourage design and construction that preserves or enhances aesthetic views.
- c. Require grading that complements natural landforms.
- d. Ensure that accessory uses and features, including parking, storage, and landscaping, are designed to preserve and enhance the aesthetic views of the corridor.



*Kerrville’s Scenic Byways should continue to show a blend of rural flavor and natural beauty, adding to our quality of life.*

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## **Road Corridors continued:**

**Scenic Byway – Goat Creek Road, Sheppard-Rees Road, Saddlewood Boulevard, and Scenic Hills Road** offer a glimpse of rural Hill Country, with some mix of residential activity.

*Other roads, such as Harper Road and Cypress Creek Road create a more residential character.*

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## **Goal 9.4: Create corridors that are inviting to pedestrians and other modes of transportation beyond the automobile.**

**Objective A:** Develop an atmosphere that is enticing to pedestrian traffic while not taking away from the vehicular experience.

**Objective B:** Promote architecture that is receptive to the needs of the pedestrian.

**Policy:** *Promote pedestrian-oriented design for encouraging walking, biking and public transit.*

**Action 9.4.1:** *Encourage a mix of uses along corridors, but particularly in clusters that decrease walking distance.*

- a. Reduce permitted space between structures to encourage creation of walkable corridors. Consider the use of techniques such as Ground Area Coverage and Floor Area Ratio to maintain adequate density along corridors, particularly those that are currently developing.
- b. Encourage development of structures with a mix of uses, including residential, retail and office uses.
- c. Concentrate mixed-use development in areas that are accessible to both pedestrians and vehicular traffic, such as major intersections or at nodes along a corridor (refer to the Future Land Use Plan in Link 3 – Land Use for the locations of mixed use areas).
- d. Link corridor development to surrounding areas through pedestrian pathways.

**Action 9.4.2:** *Develop sites and structures in a manner that is inviting to pedestrians.*

- a. Require the primary entrance of facilities to face the street, and encourage the majority of parking to be moved to the rear of the structure.
- b. Develop reduced setback requirements that encourage primary access directly from the sidewalk or through a limited, landscaped area.

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**Floor Area Ratio (FAR)** is a ratio of gross building floor area to the net lot area of the building site.

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- c. Encourage architectural detail that corresponds to the visual range and speed of pedestrian activity.

*Action 9.4.3: Develop pedestrian-oriented spaces along corridors to promote the presence of people and to make the pedestrian experience more enjoyable.*

- a. Develop public open spaces, specifically in areas that are expected to have significant pedestrian activity and/or congestion.
- b. Design open spaces in a fashion that permits the street wall to remain intact.
- c. Create open spaces for the convenience and enjoyment of pedestrian traffic, but also for visual appeal to vehicular traffic.

## **Goal 9.5: Develop the resources necessary to implement corridor design goals and objectives.**

**Objective A:** Create a means of incorporating the goals, objectives policies and actions of the Corridor Design Link into Kerrville's ongoing growth and development.

**Objective B:** Establish opportunities to educate appropriate parties about the merits of quality corridor design, including improvements to the Guadalupe River Corridor.

**Objective C:** Develop an implementation approach that allows for flexibility and is dependent upon incentives as well as restrictions.

**Objective D:** Seek out means to fund improvement and maintenance of Kerrville's corridors.

**Policy:** *Creatively utilize public and private entities to implement the goals, objectives, policies and actions of the Corridor Design Link.*

*Action 9.5.1: Establish Corridor Overlay Districts complementary to the unique characteristics of Established, Transitional and Developing Corridors, as well as Scenic Byways.*

- a. Establish design criteria within each overlay district that best fit the circumstances of the corridor while also meeting the goals, objectives, policies and actions of the Corridor Design Link.

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**Overlay districts** establish special regulations within parts or all of a zoning district or several zoning districts. The provisions of an overlay district supplement the base-zoning district.

However, the overlay requirements may allow exceptions to the base district regulations under certain circumstances, such as relaxing requirements to entice owners into reconstruction to bring structures or elements of a site closer to new standards or to encourage revitalization.

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- b. Utilize revised restrictions, such as enhanced landscaping and signage requirements, reduced setbacks, additional limitations on parking, and architectural guidelines.
- c. Establish incentives for renovation, reconstruction or infill development in Established or Transitional Corridors and, to a lesser extent, along Developing Corridors and Scenic Byways. Incentives may include relaxation of requirements, streamlined application, waived fees, or establishment of funds to assist specified sites for a limited period of time.
- d. Offer additional financial incentives for Transitional Corridors for the purpose of both reconstruction and revitalization.
- e. Consider eliminating the Guadalupe River Zoning District in favor of an overlay district, or enhance the current district to include the criteria established within the Corridor Design Link.
- f. Consider eliminating the Gateway District from the Zoning Ordinance and replacing it with base districts and a Corridor Overlay District.
- g. Revise ordinances accordingly to reflect the goals, objectives, policies and actions of the Corridor Design Link.

*Action 9.5.2: Determine a method for design review within the Corridor Overlay Districts.*

- a. Charge the Planning & Zoning Commission for the purpose to review and approve projects prior to approval to proceed.
- b. As an alternative or supplement, implement a design point system that will provide for review by staff in accordance with guidelines, and allow flexibility and added innovation in meeting development requirements.

*Action 9.5.3: Coordinate efforts to implement the goals, objectives, policies and actions of the Corridor Design Link with other organizations with an interest in development of Kerrville's corridors.*



*A Corridor Overlay District or enhanced GR District would protect development from the natural purpose of a floodplain.*



- a. Solicit partnerships and assistance from State agencies such as TxDOT, the Texas Parks and Wildlife Department, and the Texas Natural Resource Conservation Commission, in improvement and maintenance of Kerrville's corridors.
- b. Include corridor enhancement activities in major capital improvement projects when possible.
- c. Coordinate improvement projects with other State and local agencies to allow for simultaneous improvement.
- d. Develop programs to aid in improvement and development of Kerrville's corridors, gateways and defining intersections.
- e. Utilize additional public, private and nonprofit organizations to assist in improvements to Kerrville's Corridors, including beautification projects, tree planting, design awards, creation of open spaces, cleanup campaigns and other programs that not only aid in improvement, but also establish an enhanced sense of ownership.

*Action 9.5.4: Conduct detailed studies of each major corridor to further define existing and future issues. Conduct corridor-specific analysis of issues such as speed, volume, accessibility, pedestrian pathways, conflict points, intersection efficiency, and other items related to functionality.*

- a. Determine effectiveness of the street, the surrounding streetscape and adjacent sites and structures in maximizing efficiency for both vehicular and pedestrian traffic while maintaining a desirable, orderly appearance.

*Action 9.5.5: Establish the financial means to improve and maintain Kerrville's corridors.*

- a. Include projects and action recommendations from the Corridor Improvement Plan in the Capital Improvement Program and Annual Budget, including costs for design, installation, and long-term maintenance.



*Enhanced sign control along corridors will be more restrictive, but will provide long-term economic benefit.*



- b. Consider the possibility of a Tax Increment Reinvestment Zone or Tax Abatement Reinvestment Zone along Transitional Corridors to spur revitalization.
- c. Pursue Federal, State and local grant and foundation funds, including funds available through Texas Parks and Wildlife, TxDOT, the federal Economic Development Administration, the Texas Department of Housing and Community Affairs, and other resources, to improve Kerrville's corridors and create economic development opportunity.

*Action 9.5.6: Educate business owners, civic leaders and the general public on the importance of appearance to marketability of the community and enhanced quality of life.*

- a. Conduct a series of design workshops to promote consistent design for buildings, signs, parking, landscaping and lighting.
- b. Consider a program to publicly recognize owners for their role in enhancing the visual appeal of Kerrville's corridors.
- c. Utilize brochures, newspaper articles, and the Internet to publicize improvements to the road and River corridor.